



PATHWAYS TO PURPOSE

2023 Impact Report



SUFFOLK UNIVERSITY SAWYER BUSINESS SCHOOL | BOSTON



A MESSAGE FROM THE DEAN

“Here, we work to ensure tomorrow’s leaders and change agents are equipped not only to succeed along traditional measures but also to drive positive societal impact. This is our responsibility as conscious leaders—to tackle challenges in inequality, injustice, healthcare, and sustainability as we pursue new ventures.

Dr. Amy Zeng, Dean of Sawyer Business School, Suffolk University



At the Intersection of Business and Society

Recently, I journeyed to Switzerland for a travel seminar with our MBA students. Our students were able to immerse themselves in how to conduct business across borders and cultures. They gained firsthand exposure to international business issues and concepts as they visited Swiss executives, professors, and students. The experience reinforced how powerful international learning opportunities can be in helping students gain new perspectives. During my flight back to Boston, I reflected on the many ways Suffolk University’s Sawyer Business School broadens students’ horizons here at home.

At the Sawyer Business School, business education has always gone hand in hand with an innovative spirit and a determination to make a positive difference in our communities. Our downtown Boston location offers students a dynamic learning lab. It facilitates

hands-on industry experience in leading financial clusters, impactful nonprofit organizations, multiple seats of government, and world-class healthcare institutions. This point of differentiation instills in our students a multidisciplinary, cross-sectoral, purposeful approach to business they will carry throughout their careers and life journeys.

Members of the Business School community have heard me talk about the four ‘P’s’ of our business education: profit, people, policy, and planet. I’m proud of our work to embed these ideas into the transformative education we provide our students. Please read on to learn about the results of our collective efforts.



IMMERSIVE LEARNING



“ The Business School’s downtown Boston location enables students to easily partner with organizations across the private, public, and nonprofit sectors. Through experiential learning opportunities, including internships, capstone projects, practicums, clinics, consulting projects, and international travel, our programs enable students to solve real-world problems and reinforce knowledge with action.

Sawyer Business School is the only business school in the United States that holds all three of these accreditations:



Peter F. Martelli, PhD, MSPH
Associate Professor, Healthcare Administration
Director, Master of Healthcare Administration Program





“By all accounts and benchmarks, they’ve done just as well as professional money managers.”

Ric Thomas
Instructor, Finance
Faculty Advisor, Finance & Investing Club

Real Stakes for Investment

For students interested in finance, the best way to learn about investing is by making actual market investments in stocks and bonds and tracking performance over time.

The Business School hosts two student-run investment groups that offer this valuable opportunity. Participants acquire market-ready skills in research, risk assessment, pitching, purchasing, and more. We provide a rigorous investing curriculum and access to numerous Bloomberg Terminals—which deliver data to help financial professionals worldwide analyze opportunities to make informed investment decisions.

Guest speakers from the world of finance, including alums with successful careers at large firms in Boston’s Financial District, frequently visit us to provide their real-world insights.

Impact

The student-run Wilcox Fund—established with a \$100,000 gift from Karen Wilcox O’Connor, PhD, MBA ’82—has reached \$200,000 in value, generated an 8 percent annualized return, and distributed \$6,000 a year in scholarships for Suffolk students. Meanwhile, the student-run Tremont Fund was established with \$200,000 of support from the Suffolk Board of Trustees and manages a portion of the University’s endowment.





Sawyer Business School and the Boston Celtics: A Winning Partnership

A new multi-year partnership with the Boston Celtics gives students in the Business School's newly launched sports management program access to an immersive learning experience in the growing \$80 billion sports industry.

TD Garden, the home of the 17-time NBA champions, sits less than a mile from the Business School's downtown Boston location. Through this partnership, the next generation of sports business leaders apply interdisciplinary concepts from the classroom, like marketing, analytics, entrepreneurship, finance, economics, law, and ethics in a professional setting.

Students learn from Celtics executives across the team's organization and work on initiatives involving community outreach, business partnerships, and the team's relationship with its fan base.



New Frontiers in Analyzing Consumer Behavior

Mixing biometrics data with strategy is known as neuromarketing. At the forefront of user-experience analysis, neuromarketing harnesses tools and technologies that are increasingly crucial to business success.

In the middle of fall 2022, the Business School opened the X-Lab—the first human behavior facility in Massachusetts embedded in a business school curriculum.

Neuromarketing Takes Center Stage

Biosensor technology in the X-Lab enables the monitoring and analysis of eye movements, facial expressions, and electrodermal activity (i.e., ‘finger sweat’). The data generated from the sensors shed light on how consumers make decisions.

Through the X-Lab, our graduates develop a deeper understanding of consumer behavior to tailor compelling user experiences and gain highly marketable skills in research software.

X-Lab students use equipment and software from Boston company iMotions.



“Working in the X-Lab has changed my view on how marketing plays a role in the world around me and helped me become a better researcher.”

Nate Weaver
BSBA '23



A Community Rich in Diversity and Global Perspectives

Sawyer Business School Students

1,711
Undergraduates

712
Graduates

89
Countries Represented

40%
Domestic Students of Color

33%
of Undergraduate Students Are First-Generation College Students

27%
International Students

35,000+ Alums from **127** Countries



“ Sawyer Business School faculty distill and synthesize enormous amounts of research into something that’s practical. They are grounded in the research side but can articulate it in a way that people can understand. It becomes real and alive.

Jodi Detjen, DBA
Associate Professor, Practice
Associate Dean, Innovative Education & Programs
Executive Director, MBA Program



“ In today’s global business landscape, there is a pressing need for professionals who can seamlessly integrate theoretical understanding with practical expertise. At the Sawyer Business School, our faculty consists of researchers, industry leaders, and practitioners who enhance theoretical frameworks with valuable insights garnered from their extensive experiences in corporations, nonprofits, and governmental agencies.

Pelin Bicen, PhD
Associate Professor, Marketing
Associate Dean, Undergraduate Programs

Tackling Medical Practitioner Burnout from COVID-19

COVID-19 affected one field above all others: healthcare. The unprecedented circumstances of the shift in medical priorities and pressing needs for staffing solutions caught the eye of Erin Sullivan, associate professor of healthcare administration. She and her fellow researchers—one of whom was a Sawyer Business School Master of Healthcare Administration student—set out to examine physician stress and burnout.

Finding Solutions

Their research culminated in a set of published journal articles that addressed critical issues such as how to facilitate recovery and rest time for exhausted healthcare workers.



Erin E. Sullivan, PhD
Associate Professor,
Healthcare Administration



**FACULTY EXPERTISE
BY THE NUMBERS**

25%

of Full-Time Faculty Are Practitioners From a Wide Range of Industries

80%

of SBS Faculty Hold Terminal Degrees

59K

Google Citations

15

Faculty Articles in FT50 & UTD24 Since July 2020

31%

Faculty Articles in A*/A Journals on ABDC in FY23

8

Editors/Associate Editors of Leading Journals

Dispelling the Myth That Accounting Is Dry

Professor Ariel Markelevich combines classroom concepts with real-life scenarios in his work in accounting. He provides context from his in-the-field experience to demonstrate how accounting can be used in creative and unexpected ways.

For example, Markelevich was reviewing how to develop income statements when the light bulb went off for one of his students.

“She realized that beyond just being used to generate a compliance audit, projected income statements can help inform strategic decisions, like whether or not to enter a new line of business,” Markelevich said. “I see these moments every semester, and that is what keeps me going and fills me with energy and desire to keep on teaching.”

“There is nothing like the ‘aha moment’ in which a student realizes accounting is actually a useful field.

Ariel Markelevich, PhD, CMA
Associate Professor, Accounting & Business Law



98%

of Graduates Are Employed or Getting Another Degree Within 12 Months

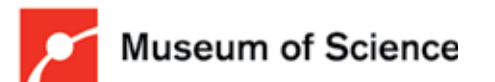
CURRENT EMPLOYERS OF SUFFOLK GRADUATES INCLUDE:



JPMORGAN CHASE & Co.



pwc





“ Now in its 50th year, our Master of Public Administration Program has graduated nearly 3,000 alums who serve as prominent leaders in state government, municipalities, and nonprofit organizations across Massachusetts. We prepare leaders to make a positive impact in public service.

Carlos Rufin, PhD
Professor of International Business and Public Service
Chair, Department of Public Service and
Healthcare Administration



Winning with Real-World Sustainability Solutions

Five Sawyer Business School MBA students went to work as ‘waste management experts’ and came away with a first-place win and a \$50,000 prize at the 2022 Questrom Sustainability Case Competition.

The competition featured 62 teams from 11 colleges and universities. Their assignment was to devise sustainable solutions to clean up after ‘Allston Christmas,’ the annual moving day that results in mountains of furniture and household items being left on Boston’s sidewalks.

The Business School team produced a plan to remove and reuse the discarded debris.

“ We were focused on creating lasting behavioral change, which we think is critical to achieving the zero-waste goal.

Rachel DiGiammarino
MBA '23



PHOTO BY DAVE GREEN

MBA students Jennifer Hernandez (pictured), Rachel DiGiammarino, Matthew Sacchi, Jillian Garner, and Olivia Curreri won \$50,000 in the Questrom Sustainability Case Competition.



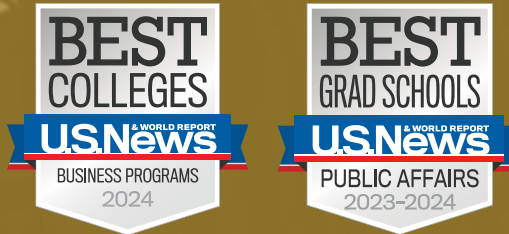
Improving Patient Care at Boston Children's Hospital

Luciana Canestraro, MHA '24, has worked at Boston Children's Hospital for 16 years. While taking a course on health systems, this Master of Healthcare Administration degree candidate wrote a policy brief on pediatric behavioral health inspired by the challenges she observed on the job.

Her brief not only included broad preventative care recommendations but also pinpointed select enhancements Canestraro could make as the manager of interpreter services at Boston Children's.

Impact

A more proactive approach to interpretation services was implemented for non-English-speaking pediatric patients. This solution has fostered culturally sensitive care while also contributing to better patient outcomes.



Sawyer Business School has been recognized by *U.S. News & World Report* for excellence in its undergraduate business, online MBA, public affairs, and healthcare management programs.

A New Leash on Life for Struggling Veterans

Losing two friends from his U.S. Army regiment to suicide gave Staff Sgt. David Campisano, BSBA '19, the idea to support veterans through canine companionship. In 2021, he launched 22Mohawks, a nonprofit that has matched 68 vets with emotional support dogs.

These highly trained dogs help veterans experience less anxiety and manage debilitating symptoms of post-traumatic stress disorder. The organization also hosts community-building events and connects vets with mental, physical, and financial support services.

Campisano's next goal is to scale 22Mohawks into a national organization. "While this job is very rewarding," he said, "there is so much more that needs to be done."





Office of the Dean
73 Tremont Street, Boston, MA 02108
suffolk.edu/business

FOLLOW THE SAWYER BUSINESS SCHOOL

